



Date: Tuesday, May 02, 2006
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending Friday, April 28, 2006

This *City Report* highlights various activities for the week ending Friday, April 28, 2006.

Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using "Citywide Focus Areas" to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services. It is our hope that this new framework, which will be used for a variety of City documents, will improve our ability to communicate information about the services we provide to both the City Council and the community.

I hope you will find this information useful and the new layout easy to understand. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Focus: Health and Human Services

Health and Human Services

A panel of local and county experts was convened on April 26 to discuss a regional approach to homelessness by improving discharge planning from jails, hospitals, foster care, and mental health facilities, and recognizing the needs of special populations.

Since June 2005, more than 100 neighborhood, community, and business leaders have convened monthly to participate in the development of the Long Beach *10-Year Plan to End Homelessness*. This collaborative effort has led to a common theme of a regional approach to discharge planning from institutions as a way to prevent homelessness. In addition, the LA County Board of Supervisors recently passed an initiative to implement a regional approach to serving Los Angeles County's homeless population.

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Community Recreation Programs Bureau

More than 80 Long Beach Adaptive Recreation patrons participated in the Long Beach Special Olympics 37th Annual Area Games on April 22. Participants competed in track and field, aquatics, basketball, and gymnastics. In attendance were over 500 athletes from throughout Southern California.

MAJOR WEEKLY HIGHLIGHTS (continued)

Focus: Environment

Parks, Recreation and Marine, Community Enrichment Programs Bureau

El Dorado Nature Center celebrated Earth Day on April 22 with three events. At one event, approximately 800 people learned about the animals that inhabit the Nature Center. At another event, more than 50 people made a difference by participating in the annual cleanup, *Rollin Down the River*, on the San Gabriel River. At the third event, the Wetlands and Marine Science Education Center held a pancake breakfast and open house for approximately 200 participants during the Friends of Colorado Lagoon's *Adopt a Wetland* cleanup.

Focus: Business and Economic Assistance

Community Development, Economic Development Bureau

The C-17 Red Team has been working to obtain federal funding for the C-17 production line. As part of that effort, the C-17 *Spirit of Ronald Reagan* made two passes over the downtown course after the National Anthem, and literally got the Grand Prix signature Champ Car race off to a flying start.

If you missed seeing the C-17 flyover at the April 9 Toyota Grand Prix of Long Beach, you can now view Boeing's footage online at www.longbeach.gov. The exciting two-minute video shows the enormous, Long Beach-built cargo transport soaring over tens of thousands of race fans that cheered enthusiastically.

UPCOMING EVENTS AND PROJECTS

Focus: Health and Human Services

Health and Human Services

A Cinco de Mayo Health and Safety Resource Fair, *Celebrate Cinco de Mayo with Respect*, will be held on **Thursday, May 4**, from 4:00 pm – 7:00 pm to promote general awareness of the true meaning and familial nature of the holiday, and to encourage attendance at alcohol and tobacco free events. The free event will be held at 2525 Grand Avenue, Long Beach. For additional information, please contact Julio Cisneros at 570.4100.

To commemorate *Cover Uninsured Week*, the community is invited to attend several health fairs to receive information about free and low-cost health insurance. Health screenings, information, resources, food and prizes will also be available. The health fairs, to be held throughout the city until **May 7**, are hosted by the Health Department, in collaboration with St. Mary Medical Center, the Office of Senator Alan Lowenthal, and the Office of Assemblymember Betty Karnette. For more information, please visit <http://covertheuninsured.org/events>.

UPCOMING EVENTS AND PROJECTS (continued)

Focus: Leisure, Culture and Education

Library Services

Art Of Mata Ortiz: Pottery

The world-renowned pottery of Mata Ortiz, Mexican works in the style of Casas Grandes Culture, is on loan, courtesy of the Museum of Latin American Art.

Main Library Display Area, Main Level, **May 5 - June 30**

Art Through the Lens by Don Peach

Mr. Peach's photography, which captures art from everyday images, is characterized by dazzling color and incomparable composition.

Main Library Lobby Gallery and Lower Level Gallery, **May 3 - June 30**

AWARDS and SPECIAL RECOGNITION

Focus: Health and Human Services

Health and Human Services

The Long Beach *HIV Stops With Me* campaign was recently awarded a Silver Telly Award for its television commercial designed to raise awareness about HIV/AIDS and disease prevention. The Telly Awards honors outstanding local, regional and cable television commercials and programs, and the finest video and film productions.

Health and Human Services, Nutrition Services Division

The California WIC Association awarded the Department's WIC Program with the *2006 Best Practice* recognition award for *Notable Customer Service Innovations* on April 12 during the California WIC Association's 14th Annual Conference in San Diego, CA.

Focus: Transportation and Infrastructure

Public Works, Fleet Services Bureau

Due to the unprecedented efforts by the City to be a front-runner in compliance, the California Air Resources Board and South Coast Air Quality Management District (SCAQMD) have recognized Long Beach as a model city dedicated to cleaning the air and playing a significant role in keeping the south coast air basin clean. The City's fleet of heavy-duty refuse trucks is in full compliance with State and local agency requirements for the installation of diesel particulate filter traps, which reduce harmful cancer-causing particulate matter (diesel exhaust) emissions from the air. To date, 30 particulate traps have been installed on refuse trucks. With grant funding from SCAQMD, the City has been able to go beyond mandated requirements and has installed 20 additional traps on units such as medium duty dump trucks, heavy-duty cranes, aerial towers, and crew trucks, bringing the complete trap installation to a total of 50 traps in all. The Bureau will install an additional 24 traps through 2007 to meet all future clean air requirements.

WEEKLY NEWS

Focus: Community Safety

Police

Citywide, police officers responded to 687 priority one, 1,505 priority two and 1,212 priority three calls for service, for a total of 3,455 responses.

Police, Traffic Section

A Suspended License Court Sting was conducted with the assistance of Vice Detectives. The operation is one of several components of a DUI Traffic Safety grant awarded to the Police Department by the California Office of Traffic Safety. Working from the court calendar, cases involving drivers who have suspended licenses were identified. Traffic officers monitored the court proceedings and followed the subjects out of court.

Those that drove away from court after being ordered not to drive, were arrested for driving on a suspended license and their vehicle was impounded for up to 30 days. Of the 59 cases that were heard, five individuals chose to drive after specifically being ordered not to in court.

These individuals were arrested or cited, and their vehicles were impounded. Studies indicate that unlicensed drivers, and those who drive while their license is suspended/revoked, are responsible for a disproportionate number of traffic collisions resulting in injuries or fatalities. In many cases, when a driver's license is suspended, it is a direct result of demonstrated driving performance, such as DUI and violation point accumulation. Such drivers pose a demonstrated threat to public safety.

Police, Youth Services Division

A tobacco decoy program was conducted with the assistance of the Police Explorers. California law mandates that merchants may not sell tobacco products to people under the age of 18. Four out of 31 different retail establishments that were visited sold cigarettes to the decoy minors. The Department would like to thank the Long Beach merchants that did not sell cigarettes to the minors for their continued support of the well being of the city's youth.

Focus: Environment

Parks, Recreation and Marine, Maintenance Operations Bureau

Staff from Sleepy Hollow and Scherer Parks worked in conjunction with the park maintenance landscape contractors on a project to beautify two areas by spreading cover mulch over the planting beds. This project added aesthetic beauty to these very visible parks.

Staff completed the annual beach re-nourishment of the inner bays. Sand was supplied and beaches contoured at needed locations. Also, weeds were removed and ice plant was cut back.

Staff hauled more than 60 loads of sand to repair erosion damage at 72nd Place.

WEEKLY NEWS (continued)

Focus: Health and Human Services

Health and Human Services

The family-centered health education program, *Growing a Healthy Family*, held an April 28 forum on child passenger safety, general safety tips for kids, and fire preparedness.

The Long Beach/South Bay HIV/AIDs Women's Caucus was awarded \$10,000 by the Los Angeles HIV/AIDs Women's Caucus in recognition of the extraordinary services provided to minority women infected with and affected by HIV/AIDs. The Long Beach/South Bay HIV/AIDs Women's Caucus is heavily supported by the Department's Preventive Health Bureau, which collaborates with community organizations and business partners to provide services. The caucus meets on the last Monday of every month, and its support group, *A League of Their Own*, meets every Thursday. For more information, please contact Denise BeCotte at 570.4359.

Health and Human Services, Nutrition Services Division

The Nutrition Services Division received recognition in the California WIC Association's Spring 2006 newsletter, *WIC Watch*, for its class, *What's in your Neighborhood?*, which encourages community advocacy.

Focus: Leisure, Culture and Education

Community Development, Neighborhood Services

The Arts Council for Long Beach hosted a *Grants Program Application Workshop* on April 19 at the Neighborhood Resource Center. More than 40 artists and representatives from various community, neighborhood, arts, cultural and historical organizations learned about the Arts Council's guidelines for grant funding. Grant awards may range from \$750 to \$3,000 and neighborhood groups are eligible to apply for the Neighborhood Project Grant. For more information, visit www.artslb.org or contact Elena Arrojo, at elena@artslb.org, or 432.5100 x237.

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Maintenance Operations Bureau

Area III of El Dorado Regional Park was prepared for the *America Sings*, a three-day event from April 28-30. Thirty-four choirs from around the Southland, two choirs from Hawaii, one choir from Idaho, and one from Arizona participated.

More than 167 seniors participated in the Spring County Fair, held at the Long Beach Senior Center on April 26. In addition to the fair, several activities were held including handicrafts on display, craft demonstrations, and seven senior women participated in the Spring Fling Ms. Diva Darling contest.

Martin Luther King, Jr. Park's Community Band Project performed for more than 400 people at the Children's Day Celebration at CSULB on April 22.

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WEEKLY NEWS (continued)

Focus: Leisure, Culture and Education

Parks, Recreation and Marine, Special Events and Filming Bureau

Beach Tennis USA, with an estimated attendance of 2,000, was held at the beach at Belmont Shore on April 22 and 23.

Focus: Neighborhoods and Housing

Parks, Recreation and Marine, and Public Works

The pool deck and bottom of the pool is completed at Silverado Park Pool. All work in the equipment room and exterior building work is also completed.

The rough plumbing for the accessibility improvements to the College Estates Park restroom and installation of plumbing fixtures is approximately 50 per cent complete. The accessible curb ramps are completed at the Colonnade (or La Bella Fontana). The concrete block walls of the new community center in Admiral Kidd Park are complete.

Focus: Transportation and Infrastructure

Street Construction Report

Long Beach Gas and Oil, Gas Regulator Station Rebuild

Contact: 570.2060

Colorado St. and Nieto Ave.

Estimated Completion: May

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Stearns St.

Between Clark Ave. & Bellflower Blvd.

Estimated Completion: June

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Gateway West area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated Completion: July

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Magnolia Ave.

Between Ocean Blvd. and Broadway Ave.

Estimated completion: October

Public Works, Street Improvements

Contact: 570.5160

10th St.

Orange Ave. to Cherry Ave.

Estimated Completion: April

WEEKLY NEWS (continued)

Focus: Transportation and Infrastructure

Public Works, Street Improvements

Contact: 570.5160

Anaheim St.

Obispo to Ximeno

Estimated Completion: April

Public Works, Street Improvement

Contact: 570-5160

Cherry Ave.

Spring St. to Bixby Rd.

Estimated completion: May

Focus: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,762 service calls. This total included 763 Water Utility Turn Ons and 759 Turn Offs. During this period, 1,010 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 230 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 300 emergency phone calls that resulted in 83 emergency orders being sent out.

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
Suzanne Mason, Deputy City Manager
City Manager Department Heads
Tom Modica, Government Affairs Manager
Jyl Marden, Assistant to the City Manager